

NAB Form PB-16 Candidates

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

<b>Station and Location:</b> <u>WBRC</u>	<b>Date:</b> <u>11-1-12</u>
---	--------------------------------

I, Patricia Stephens  
 being/on behalf of: Campaign to Elect Stephens, a legally  
 qualified candidate of the Democrat political  
 party for the office of: Circuit Court Judge, P Race 15  
 in the General  
 election to be held on: November 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
.30	10:35-11:05	Sun	Law Call	1	1
.30	10:00-11:00	Mon + Tues	Rachel Ray	2 @ 12:00 PM	1
.30	12:00-1:00	Mon.	Noon News	1	1

**Total Charges:**

~~\$630.00~~ <sup>original</sup> \$600.00 per cc. auth. form

NAB Form PB-16 Candidates

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Campaign to Elect Stephens

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Patricia Stephens

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

### To Be Signed By Candidate or Authorized Committee

11-1-12  
Date

Patricia Stephens  
Signature

### To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Jason Mathews  
Signature

Jason Mathews  
Printed Name

Sales Manager  
Title

## Rascoe, Tanya

---

**From:** Cramlett, Trish  
**Sent:** Friday, November 02, 2012 3:02 PM  
**To:** Rascoe, Tanya  
**Subject:** FW: Authorization

**Importance:** High

Thank you!

Tricia A Cramlett  
WBRC-TV  
1720 Valley View Drive  
Birmingham, AL 35209

---

**From:** Patricia Stephens [<mailto:byronlaw8@bellsouth.net>]  
**Sent:** Thursday, November 01, 2012 12:46 PM  
**To:** Cramlett, Trish  
**Subject:** RE: Authorization

\$600.00  
1 – Law Call.....\$135.00  
2- Rachel Ray.....2 x \$120.00....Total 240.00  
1-News at Noon....225.00

Thank you,

---

**From:** Cramlett, Trish [<mailto:tcramlett@wbrc.com>]  
**Sent:** Thursday, November 01, 2012 10:55 AM  
**To:** Patricia Stephens  
**Subject:** FW: Authorization  
**Importance:** High

Patricia,

What is the amount that you are authorizing to run? It wasn't on the form.

Thank you!

Tricia A Cramlett  
WBRC-TV  
1720 Valley View Drive  
Birmingham, AL 35209

---

**From:** Patricia Stephens [<mailto:byronlaw8@bellsouth.net>]  
**Sent:** Thursday, November 01, 2012 10:16 AM  
**To:** Cramlett, Trish

**Cc:** Duncan, Dave; [reealmusic@yahoo.com](mailto:reealmusic@yahoo.com)

**Subject:** FW: Authorization

---

**From:** Patricia Stephens [<mailto:byronlaw8@bellsouth.net>]

**Sent:** Thursday, November 01, 2012 9:25 AM

**To:** 'dduncan@wbrc.com'

**Subject:** Authorization

Total is \$600.00

Thank you

1 spot Law Call Sunday night

2 spots on Rachel Ray, Mon and Tuesday

1 spot on News at Noon on Monday

Thank you

Cell 205-602-9339

**McMath Law Firm. P. C.**

**Patricia Stephens**

**Attorney at Law**

301 20th Street West

Jasper, AL 35501

Tel: 205-221-2826

Fax: 205-221-4680

*Unless otherwise indicated or obvious from the nature of the transmittal, the information contained in this facsimile message is attorney privileged and confidential information intended for the use of the individual or entity named above. If the reader of this message is not the intended recipient or the employee or agent responsible to deliver it to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this facsimile in error and are not sure whether it is privileged, please immediately notify us by telephone (205) 221-2826 or facsimile (205) 221-4680 and return the original facsimile to us at the above address via the U.S. Postal Service at our expense. Thank you.*





WBRC-TV

## ORDER

Print Date 11/02/12

Page 1 of 2

Flight Dates 11/04/12-11/06/12

Contract / Revision 844682 /

Original Date / Revision  
11/01/12 11/02/12

Advertiser Campaign to Elect Stephens

Agency Campaign to Elect Stephens

Buying Contact

PO Box 19042  
Birmingham, AL 35219

Product

Political

Agency Com %

Billing Contact

PO Box 19042  
Birmingham, AL 35219

Sales Office L-BIR

Sales Region Local

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order #

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes Direct Political Pol-Candid

Product Codes PL80

Priority P 2

Advertiser Ref

Primary Account Executive  
House WBRC

Account Executive	Order%	Start Date	End Date
House WBRC	100%		

Order Share % Market Value

Competing Station % of Order Amount

WABM	%
WBIQ	%
WBMA	%
WBRCb	%
WCFT	%
WCIQ	%
WDBB	%
WIAT	%
WJRD	%
WJSU	%
WPXH	%
WTJP	%
WTTO	%
WVTM	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	4	\$600.00	\$600.00	0.00	10/29/12	11/06/12	4	\$600.00	\$600.00
Totals	4	\$600.00	\$600.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WBRC	11/04/12	11/06/12	Law Call Law Call	Comm	1030-11pm (10:35 PM-11:05 PM)	-----S	:30	1	\$135.00	P 2	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$135.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 2	WBRC	11/04/12	11/06/12	Rachael Ray Rachael Ray	Comm	10-11am	MT-----	:30	2	\$120.00	P 2	0.00	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WBRC-TV

Print Date: 11/02/12

Page 2 of 2

Contract / Revision **844682** Flight Dates **11/04/12-11/06/12**

Hiatus Dates

Original Date / Revision 11/01/12/ 11/02/12

Order Sep 00:15:00

Advertiser **Campaign to Elect Stephen** Product **Political**

Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WBRC	11/04/12	11/06/12	Rachael Ray Rachael Ray	Comm	10-11am	MT-----	:30	2	\$120.00	P 2	0.00 NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week: 10/29/12	11/04/12	-----			0		\$0.00		0.00				
	Week: 11/05/12	11/11/12	MT-----			2		\$120.00		0.00				
N 3	WBRC	11/04/12	11/05/12	Noon News Noon News	Comm	12-1pm	M-----	:30	1	\$225.00	P 2	0.00 NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week: 10/29/12	11/04/12	-----			0		\$0.00		0.00				
	Week: 11/05/12	11/11/12	M-----			1		\$225.00		0.00				
Totals													4	\$600.00